



## Nicola Lynch

[nicmarylynch@yahoo.co.uk](mailto:nicmarylynch@yahoo.co.uk) | [Nicola.lynch@socialvalueuk.org](mailto:Nicola.lynch@socialvalueuk.org) |

Twitter @LynchPinSupport |

LinkedIn : [linkedin.com/in/nicola-lynch](https://www.linkedin.com/in/nicola-lynch)

Tel : 07759547853

## Skills Summary

Advanced Social Value & Social Return on Investment Practitioner (including extensive experience in Programme + Project scoping, development & management as well as in evaluation & reporting) | Impact Management specialist | Influencer & advocate for Civil Society in Social Value space | Regular speaker at National & Regional levels | Trainer & Coach in Social Value & Social Impact methodologies & implementation for senior leaders | Experienced advisor on Governance in Civil Society organisations

## Current Roles

National Lead on Civil Society for Social Value UK & Independent Social Value Consultant working across the UK & Ireland (business owner of LynchPin Support Ltd.)

## Experience

National Lead Civil Society – Social Value UK	December 2020 – current
Owner & Independent Consultant – LynchPin Support Ltd	May 2015 – current
Social Impact Associate – Gaiacene	Feb 2017 – April 2021

Previous to these roles I worked in senior management positions in civil society organisations across a range of sectors including community development, mental health, employment & skills and youth offending. I was also the Founding Director of a decade long social enterprise providing early years childcare & I am the current Chair of the West Cumbria Community Action Trust.

## Education

- **Qualified Level 3 Social Value Advanced Practitioner - Social Value International. One of only 20 practitioners in the UK qualified to this level (see below for certification.)**
- Currently studying for an MSc in Data Science (specializing in Data Visualisation) with the University of Newcastle.

- Range of training completed in evaluation approaches with a focus on qualitative research methods (fully qualified Lead Evaluator in the Qualitative Impact Protocol & causal mapping + non-accredited courses undertaken in qualitative research methodologies such as Process Tracing.)
- First Class Honours BA English Literature – University of Salford.

## Sample of activities delivered in my role with Social Value UK during 2021/2022

1. Managed the England-wide delivery of the National Inspiring Impact programme.
2. Co-authored and launched a technical paper with Bath SDR on the alignment of the Social Value principles with the Qualitative Impact Protocol. This development is aimed at improving the qualitative research inputs into Social Value-based evaluations.
3. Currently leading on stakeholder engagement for a multi-agency project developing a Diversity, Equity and Inclusion baselining tool with Big Issue Invest and UnLtd. This tool will be free to use and is initially being designed to support social investors understand and support grantees in their progress against DEI goals. It will also be used as part of 'due diligence' assessments by social investors.
4. Written & delivered a range of training materials relevant to developing Social Value understanding & practice. These have covered a wide range of relevant topics such as the latest procurement legislation, the Social Value 'landscape,' securing organisation-wide 'buy in' to Social Value strategies, selecting & applying appropriate measurement frameworks & critically assessing Social Value tools.
5. Developed and maintained a range of important organisational relationships and partnerships across the four Nations of the UK including relationships with bodies in civil society space such as NPC, NCVO, Evaluation Support Scotland, WCVA, CDHN and many more.
6. Delivered a range of speaking & advocacy engagements at conventions and events such as the People's Powerhouse, Small Charities Week, the Social Accounting Network learning circles and member AGMs.
7. Alongside other team members I have supported the development of bespoke measurement frameworks - and advised on appropriate measurement & management approaches - for a range of SVUK members & organisational clients from very large National funders to small Social Enterprises.
8. Contributed to reviews of - and debates surrounding - a range of emerging tools and practices in Social Value space including the Social Value Portal's 'TOMs,' use of the QALYs & WELLBYs , the new HACT Roadmap & the Social Value Engine.

\*I am also part of the senior leadership team at Social Value UK and as such contribute to the production and delivery of our strategic aims and business development plans.

## Consultancy works completed in the last 3 years include

- Social Value evaluations & Social Return on Investment calculations (including successful external verification by Social Value International)
- Blended-approach evaluations using methodologies like the QuIP + causal mapping, Process Tracing, Outcomes Harvesting & Most Significant Change
- Design & delivery of Social Impact & Social Value training & workshops (delivered both in person and online)
- Tailored implementation support around evidence collection, measurement and management of impact + value
- Advice regarding different approaches to valuing Social Impact
- One-to-one coaching for VCSE sector CEOs & Local Government officials
- Brokering and managing informal collaborations & formal partnerships

- Support in assessing and improving Governance relating to impact management
- Works related to CSR and social impact for business
- Research informing new community-based project proposals and developments
- Social franchising feasibility studies

## Recent consultancy clients include

- Sopra Steria Ltd
- The People's Powerhouse
- Recycling Lives Ltd
- Copeland Borough Council – Social Inclusion Team
- Barnardo's – Young People's Social Prescribing Project (LINK)
- Aspiring Leaders Programme – Brathay Ltd
- Spark – Social Enterprise Business Support programme
- Transforming West Cumbria with Cumbria Council for Voluntary Services – Sellafield funded Cumbria Community Foundation multi-year activity
- Sellafield Ltd
- Doosan Babcock
- Forth Engineering & Go Forth Ltd
- WHIS (World Health Innovation Summit)
- Integrated Care Communities & Cumbria CVS
- University of Central Lancashire
- Dogs Trust Ireland
- Cumbria Social Enterprise Partnership
- Time to Change CIC
- Happy Mums
- West Cumbria Carers
- Safety Net
- CADAS
- The Well
- Right2Work
- Works 4 You
- Whitehaven Harbour Youth project
- Ewanrigg Local Trust
- Soundwave
- Cumbria Youth Alliance
- Young Cumbria
- Nacro NE
- Cumbrian Girls Can
- Always Another Way
- Mahogany Opera
- ICan Fitness & Health
- Together We

## References & other testimonials available on request

“LynchPin provided insightful consultancy support into the Social Impact Framework for one of the UK's largest public-sector contracts (£1.5Bn, over 10 years). Nicola contributed to the development of a comprehensive evaluation framework that captured critical outcomes and enabled the robust evaluation of an extensive programme of concurrent and multi-stakeholder activities over a 5 year timescale. The Social Impact Framework operated within a complex and diverse stakeholder environment, to which, Nicola, was adapt at challenging, demonstrating, communicating and evidencing how evaluation contributes to successful programme implementation. This initially involved identifying and capturing stakeholder values and attributing appropriate and efficient evaluation methods. This revealed critical impact data and more importantly valuable learning outcomes to assist in partnership maturation and subsequent programme optimisation.”

*Craig White, Sustainability Director, Gaiacene Ltd*



“It’s been great to work with Nicola on our research and impact evaluation. Particularly for me as someone who doesn’t have a background in research - her straight forward, plain speaking approach made the process accessible and engaging, which also gave me reassurance that she would engage well and sensitively with a broad range of stakeholders.



We chose to work with Nicola not only because of her expertise and knowledge, but because we were able to have all the conversations required to do a really full and honest piece of work. We were critically interested in understanding the long term effects of our programme, including unintended and negative ones, from which to consider a series of future options. Nicola didn’t shy away from the challenges some of the findings reported, and as a result we have clarity on the overall process, what we can and can’t claim and, most importantly where and how to direct our future resources to best effect.”

*Helen Carter, Director, Francis C Scott Charitable Trust*

**Nicola Lynch**  
Independent Consultant & National Lead Civil Society at Social Value UK  
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This was such a brilliant piece of work. An absolute privilege to spend time with all the stakeholders - especially the beneficiaries who shared their stories with me so openly and thoughtfully.

Thanks to the whole team at the Recycling Lives Charity for sticking with a long & robust process to get us from start to finish (including a challenging but very successful external verification process!)

[#socialvalue](#) [#socialimpact](#)

**Recycling Lives Charity**  
424 followers  
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For every £1 invested in our programmes, we create £8.44 value. That's the findings of an independent [#SocialReturnOnInvestment](#) evaluation of ...see more

£1 : £8.44

Social Return on Investment

“When we began the search for someone to work on measuring our SROI, Nicola came highly recommended. It was clear from initial conversations that she had a deep understanding and knowledge of the subject. Nicola took the time to really understand what we do and why and to engage fully with the people we work with and for. Her report gives us a clear, auditable view on our SROI impact which we can use to help grow our offer.”

*Alasdair Jackson  
Chief Executive  
Recycling Lives (Social Enterprises) Limited*

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We got there in the end! The final figure is incredible but the whole process was valuable too - getting external validation and extra credibility, hearing beneficiaries' insights, and finding ways we can improve further ❤️ Thank you Nicola

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# Certificate of Accreditation

Social Value International hereby acknowledges that

**Nicola Lynch**

is a Level 3 Advanced Practitioner of Social Value and SROI, having proved advanced demonstration of practical competence in the application of social impact and social value assessment with all aspects of the SVI Framework in full, as set out and tested through our accreditation process.

Status is valid for two years and will run for the period:

16/03/2022 – 16/03/2024



Signed

Mr Ben Carpenter  
Chief Executive Officer  
Social Value International

**SOCIAL VALUE**  
INTERNATIONAL  
ADVANCED PRACTITIONER

